



## KEEP REVENUE FLOWING, KEEP PATIENTS LOYAL

### EXPERT CONTACT CENTER TEAMS:

- ▶ Trained problem-solvers who guide patients
- ▶ Every patient relationship is treated as if it were our own
- ▶ Enhance long-term relationships through informative, empowering interactions

### RESULTS-DRIVEN APPROACH:

- ▶ Transparent reporting, including an online dashboard
- ▶ Forward-thinking contact strategies that reach millennials to seniors
- ▶ Ongoing contact center performance checks and quality assurance
- ▶ Data-driven analytics and insights to enhance program performance

### Investing where it matters most

The healthcare industry is in a tight spot — margins are shrinking, financial responsibility for patients has increased, IT systems are antiquated, and there's more competition than ever. Healthcare provider networks face real challenges. But patient care cannot be negatively impacted, nor should it be. There's a way to keep patients satisfied and loyal, even when dealing with billing issues.

A high-performing contact center can be an extension of an organization's patient care team. Many times, healthcare providers find that outsourcing this function allows their staff to focus on more strategic activities. But it takes the ideal partner.

When organizations find the right business partner, good things happen — increased profitability, risk minimization, and improved patient relationships.

### A contact center rooted in patient care

Waypoint's contact center team engages patients with a consultative, tailored approach that leaves them feeling valued. At Waypoint, we have established a patient-focused culture that delivers results.

**A personal touch:** We treat all patients with respect and integrity, regardless of account status.

**A problem-solving approach:** We deliver excellence and provide valuable guidance to help patients get back on the right financial track.

**A culture of transparency:** Each patient engagement is monitored and recorded. Waypoint delivers full transparency when it comes to reporting and performance.

**An opportunity to educate:** Our contact centers work with patients to educate them about their unique financial situations through a soft-skills approach that helps them feel more informed.

Waypoint's contact center teams are trained in active listening to help patients find the best solution for their needs.

### COMPLIANCE CHAMPIONS:

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- ▶ Ongoing, comprehensive training in federal and state laws and regulations
- ▶ Continuous mentoring and coaching on compliance and performance issues

### FLEXIBLE, SCALABLE OPERATIONS:

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- ▶ Multichannel contact support: Phone, mail, email, and web chat
- ▶ Easy integration and rapid scale-up
- ▶ Leading technology and services tailored to business needs and portfolio segments

### Compliance is in our DNA

Waypoint's staff completes extensive, ongoing training on federal and state laws and regulations. By using Waypoint services, providers can lean on our compliance expertise and reduce their own business risk.

Healthcare providers can rest easy knowing that Waypoint's security processes are government-grade and maintained according to HIPAA and NIST/FISMA requirements.

### State-of-the-art technology building blocks

Waypoint has invested in leading-edge hardware and software and adopted industry best practices to enhance performance and give our customers peace of mind. Our advanced data center ensures we have the tools to offer a high level of patient service while remaining in compliance with data security regulations and information technology standards. Waypoint's technology platform provides real-time reporting and rapid program scalability.

### Best-in-class facilities designed for optimal contact center performance

Waypoint's fully-owned, 200,000-square-foot building was designed with contact center operations and security in mind. Our call center floors are clean, contemporary, spacious, and relaxing. The environment establishes the ideal setting for our patient care representatives to do what they do best — build relationships by providing trusted guidance that helps patients get back on track.

### BOTTOM LINE:

Waypoint helps preserve the provider/patient relationship while keeping the revenue flowing. Come tour our facility and let us show you why Waypoint is a better direction for contact center services.

**CONNECT WITH  
WAYPOINT**

*Build strong patient relationships with Waypoint.*

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**ABOUT WAYPOINT:** Waypoint Resource Group is a 100% US-based company and a member of the TG family of companies. Waypoint provides multichannel receivables management solutions to businesses in a variety of industries, including healthcare. TG has nearly 40 years of successful experience in receivables management as a federal loan guarantor. Waypoint draws from this experience and heritage to deliver results that improve revenue flow and recovery as well as safeguard patient relationships.

